

# Help the Race Conquer the Wall!

June 1, 2009

The TD Bank Philadelphia International Cycling Championship is just six days away. And now, more than ever, the race needs your support.

The challenges of producing America's biggest, single-day professional bike race were well chronicled several weeks ago – the City's financial crisis along with a very tight sponsorship environment and the overall economic crunch led to a financial gap for the race approaching \$500,000. We are very grateful to Governor Rendell and Congressman Bob Brady who helped narrow that gap by bringing new sponsors to the event – SugarHouse Casino and Foxwoods Casino Philadelphia. We are also incredibly thankful for the public and corporate support that the race has received from this remarkable community.

It was said at the end of April that the new sponsorships would go a long way to shrinking the financial gap, but that they would not close it completely. In fact, the race is still facing a \$150,000 shortfall.

The race will go on and celebrate its 25th year on Sunday, June 7 with international superstars connecting the pageantry of the Parkway with the spirit of Manayunk's neighborhoods. However, without additional fundraising or long-term sponsorship, this year may mark its final run. There is still time to help. Go to [www.procyclingtour.com](http://www.procyclingtour.com) to:

- ✱ Purchase VIP tickets. You'll have front-row access to the drama of the start/finish line, catered food and drink, shuttle service, a chance to win a ride in an official MINI Cooper pace car and more!
- ✱ Register for the Philly Fun Ride. Climb the Manayunk Wall, rip down Kelly Drive, and snake up Lemon Hill like the pros!
- ✱ Embrace the race. Donations and commemorative merchandise purchases will also help close the gap!
- ✱ Contact Pro Cycling Tour about future sponsorship. The size, scope and demographics of this event are a huge marketing opportunity!

Thousands of you line the streets each June to watch the world's best in this sport. There is power in those numbers, and we're hoping that power can help save this race for the next 25 years. Thank you!

**AN APPEAL FROM FRIENDS AND SUPPORTERS OF  
THE PHILADELPHIA INTERNATIONAL CYCLING CHAMPIONSHIP**  
**[www.procyclingtour.com](http://www.procyclingtour.com)**